

**Sustainable Business**  
An initiative of BusinessNZ



# SUSTAINABLE BUSINESS FORUM



BusinessNZ is New Zealand's largest business advocacy body committed to championing an export oriented, competitive business environment where productive enterprise can thrive.

[www.businessnz.org.nz](http://www.businessnz.org.nz)



The Sustainable Business Forum is an initiative of BusinessNZ, and part of the BusinessNZ Sustainable Business Programme.

[www.sustainablebusinessnz.org.nz](http://www.sustainablebusinessnz.org.nz)



1920 - 2010

BusinessNZ is a member of the Business and Industry Advisory Council to the OECD, and the International Organisation of Employers.

[www.biac.org](http://www.biac.org)

[www.ioeemp.org](http://www.ioeemp.org)



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“IN A COMPETITIVE ENVIRONMENT, STANDING STILL IS JUST NOT SUSTAINABLE. LONG-LIVED COMPANIES ARE THOSE THAT PAY ATTENTION TO PEOPLE, THEIR ENVIRONMENT, AND THEIR NEEDS. THAT’S WHY INNOVATION AND GROWTH IS ESSENTIAL FOR NEW ZEALAND’S SUSTAINABILITY.”



**Phil O'Reilly**  
Chief Executive BusinessNZ



# → WHY TAKE THE LEAD ON BUSINESS SUSTAINABILITY?

**A THE GLOBAL CONTEXT**  
 Sustainable development and the role of business within it, has become a growing priority around the world. Consumers, businesses and governments are increasingly driving a change agenda that's as simple as recognising the need to safeguard the future. The risks and opportunities for New Zealand business are being realised as the country responds to these demands.

**B ADDRESSING RISK**  
 Stakeholders increasingly demand new forms of business reporting and returns. Leading the business response to sustainability enables business to:

- demonstrate corporate social responsibility for shareholders required by suppliers and procurers
- increase responsible purchasing choices sought by consumers.

**C CAPITALISING ON OPPORTUNITY**  
 Leading the uptake of sustainable business practices facilitates:

- international competitiveness for global market access
- first-mover advantage for market capture and earlier, higher returns
- proactive, profit-maximising responses to the low carbon marketplace instead of reactive, cost-burdening compliance.

**D BUSINESS DRIVING GOVERNMENT RESPONSE**  
 By leading Government response to sustainable business matters, business can achieve:

- sound legislation and investment aiding the development of a vibrant economy
- legislative certainty for businesses to plan and flourish in a sustainability-minded economy
- cost-efficient sustainable business responses instead of reactive, cost-burdening compliance.

CASE IN POINT

CASE IN POINT



### Food miles



In recent years New Zealand products have been referred to as being carbon intensive, due to high 'food miles'.

Landcare Research, supported by the Ministry of Agriculture and Forestry, worked with Zespri and Pipfruit New Zealand to assess the lifecycle carbon footprint of their produce.

*This world-leading project has enabled Zespri and Pipfruit New Zealand to illustrate the low emissions intensity of New Zealand produce, contributing to:*

- greater value-chain integrity for importers and retailers
- reduced risk of market barriers to entry
- clear, positive consumer messaging.



Photo credit: Landcare Research.



### Market leader – product



Rio Tinto Alcan's New Zealand Aluminium Smelter (NZAS) is the first in the world to be exposed to a cost of carbon for its on-site emissions. The production of aluminium is energy intensive and small changes in energy use affect production, product quality and ultimately, profit.

Since 1990 emissions have been reduced by almost 53 per cent and energy intensity by nearly 6 per cent. Work is underway to reduce emissions another 8 per cent per tonne of aluminium by 2014.

*Because of a commitment to high quality product achieved through optimal operational efficiency, NZAS is seen as a market leader with a reputation for quality. This means it can maintain preferred supplier status and continue to secure high value international contracts.*



### Electricity sector governance



In 2009 members of the BusinessNZ Major Companies Group and the electricity industry came together to discuss desired changes to the regulation and governance of New Zealand's electricity sector. The aim was to improve security of supply and market based electricity arrangements. Despite a mix of transmission, generation retail and large user representation, a high degree of consensus was achieved.



*A BusinessNZ paper with a set of recommendations stimulating and directing the reform of the electricity commission resulted that same year. Business leadership succeeded in demonstrating that a managed transition away from the then Electricity Commission would deliver better security of supply for New Zealand's economy, more efficient use of public monies, and better mechanisms for energy efficiency.*





*BusinessNZ's active input and leadership, in key areas such as green growth, employment, trade, investment and corporate responsibility, provides vital regional perspective and expertise, and is essential for the development of balanced policy positions in BIAC's policy work at the OECD.*



**Tadahiro Asami**  
Secretary General, BIAC



Photo credit: Solid Energy NZ Ltd - Stockton Plateau.



# → WHAT BUSINESS SUSTAINABILITY MEANS

*In a sustainable New Zealand a vibrant economy provides opportunity for all to fulfill their potential.*



## Market place

- Enterprise** for a vibrant economy providing opportunity for all to fulfil their potential
- Products** that are in high demand, domestically and overseas
- Productivity** for high productive capacity, especially in areas of international comparative advantage
- Innovation** for new business capabilities and opportunities

## Environment

**Environment** for a continuing economic asset of a quality aspired to by other countries  
**Natural Resources** for natural resources that are highly valued, well managed and used wisely

- ensuring continued economic return on resources
- improving the value and quality of natural resources

## BUSINESS SUSTAINABILITY IN PRACTICE

- securing opportunities for economic value creation
- demonstrating business leadership
- delivering social returns to stakeholders and staff
- delivering financial returns to stakeholders and staff
- helping customers positively reframe their purchasing decisions
- delivering socio-economic well-being

- Society** for people connected to their communities, each other, and to the businesses with whom they interact
- Wellbeing** for high quality health, welfare and education systems
- Liberty** for the respect of fundamental freedoms and rights

## Community

## Workplace

**Business Practice** for accountability and ethical dealing with other business, staff, customers and communities  
**Skills** for highly skilled, innovative, productive, well rewarded and safe staff

“ sustainable businesses champion an enterprise model bringing mutually beneficial value to business, customer, citizen, environment and economy ”

Find out more at [www.sustainablebusinessnz.org.nz](http://www.sustainablebusinessnz.org.nz)



## WHY BUSINESSNZ?

BusinessNZ is New Zealand's largest business advocacy body committed to New Zealand's success. We represent New Zealand business nationally and internationally, working directly with small firms, major companies and international associations.

Our work includes advocacy via consultation and feedback, research and analysis, policy and legislation development, publications, events and media work.

Trusted business, Government and Ministerial relationships ensure we have unequalled contact with New Zealand's key decision makers, positioning the Sustainable Business Forum as a champion and influencer.

# A BRIEF GUIDE TO THE FORUM

## WHY TAKE THE LEAD?

*Sustainability is a central business issue because it matters to our customers in the global marketplace.*

*See page 6 for more.*

## WHY THE FORUM?

In 2008 a number of New Zealand companies came to BusinessNZ seeking mainstream representation on sustainable business matters.

The Sustainable Business Forum was established in 2009 to provide a business-centric platform for companies wanting to define and lead sustainable business matters, rather than simply respond to government-led initiatives.

## HOW DOES IT WORK?

By exchanging intelligence, talking with customers, pooling research and analysis and influencing the policy environment; businesses can positively manage risk, maximise opportunity and accelerate the development of New Zealand's international prosperity.

The forum comprises a Work Programme designed to target the issues that matter most to its members. The programme includes quarterly meetings, events and media activity, elective projects and partner programmes, as well as ongoing member and stakeholder communications.

The ability to work together on Special Projects – complex issues arising under tight timeframes – allows the Forum to be swift and agile in providing practical solutions to newly defined sustainability challenges.





# → WHAT WE DO

## 1 FORUM

- Quarterly member meetings
- Communications for Corporate Responsibility, Regulatory Affairs and Sustainability Strategy Managers

## 2 LEADERSHIP

- Senior management events
- Public relations activity including:
  - Advocacy
  - Stakeholder communications

# OUR WORK PROGRAMME CONTAINS THREE CENTRAL ELEMENTS:

## 3 PROJECTS

- **Elective programme of topical projects covering:**
  - Policy
  - Think-pieces
  - Business capability building
  - Special Projects – address of complex issues arising under tight timeframes
- **Partner Programme:**
  - Leveraging business intelligence with research institutes and public agencies



### QUARTERLY MEETINGS

Engage with BusinessNZ Chief Executive and Forum members on topical matters; exchange best practice experience; hear executive presentations.



### COMMUNICATIONS FOR MANAGERS

Domestic and local regulatory matters; events and media related to the portfolio.

### EVENTS INCLUDE:

#### 2009 Business-Science Sustainability Workshop

16 major New Zealand companies and 11 science institutions make a day of dialogue and working sessions to discover real avenues for new Zealand's 'coming of age' in the low carbon economy.

Results:

- Smart building conversion and demand-side demonstration project  
**Transpower / Vector / BRANZ / Contact Energy**
- Building research commercialisation fast-track model - 'Breakthrough Centre'  
**Fletcher Building / BRANZ**



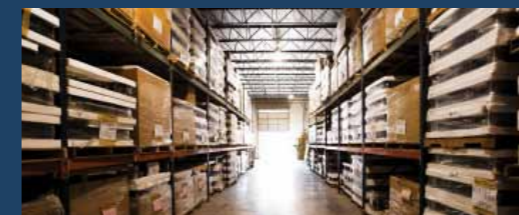
*"New Zealand's economic interests depend on the ability of companies to innovate and bring successful innovations to market. IRL's partnership with BusinessNZ is a key part in this quest."*

**Shaun Coffey**  
Chief Executive, Industrial Research Ltd

### 2010 -2011 PROJECTS INCLUDE:

#### Sustainable Supply Chain Management: Practical Guidelines

A best-practice multi-sector toolkit for New Zealand business, comprising principles, tools and practical guidelines for suppliers and producers.



#### Sustainability Performance Benchmarking: A New Zealand Framework for Comparative Performance Analysis

Universally applicable business performance indicators and benchmarks for comparative performance analysis.



#### Water Management: NZ Policy Development

NZ Policy Development on matters related to water Management, Ownership and Allocation coinciding with Government's Water reform programme.

### 2010 -2011 PARTNER PROJECTS INCLUDE:

#### Sustainable Business Engagement Programme for the 2011 Rugby World Cup

NZ 2011 office / BusinessNZ / NZTE



#### Smart Grids workshop



MoRST / BusinessNZ / Transpower / BRANZ / Vector / Contact Energy



#### Lifecycle Management Programme

Landcare Research / BusinessNZ / MED / NZTE / MfE





## → VALUE TO MEMBERS

- Member directed programme
- Participation in policy development
- Access state-of-the-art thinking
- Best practice exchange with a cross-section of industry
- Active leadership
- Credible associations

### FOUNDING MEMBERS

**RioTintoAlcan**



### MEMBERS 2010



## → FORUM GOALS

- World-class recognition:
  - Leaders in sustainable business
  - New knowledge and value generator
  - Integrated programme supported by business customers
- Suite of initiatives:
  - Forum
  - Public statements
  - Policy generation
  - Thought leadership
  - Reference group
  - Technical advisory
  - Events and seminars
- Positions New Zealand business and exports for international success.

Find out more at  
[www.sustainablebusinessnz.org.nz](http://www.sustainablebusinessnz.org.nz)



## → MEMBERSHIP INVESTMENT

### MEMBER ENGAGEMENT

Typically one company representative is required to attend Quarterly meetings. The same representative OR a company area specialist is required to attend project meetings.

Suitable company representatives include Managers or Directors of Corporate Responsibility, Regulatory Affairs or Sustainability.

### MEMBER BENEFITS

- Dedicated Forum Manager
- Administration of the selected work programme
- BusinessNZ engagement with Ministers & officials on behalf of the Sustainable Business Forum
- Access to BusinessNZ expertise & staff
- Access to BusinessNZ wider member pool:
  - Major Companies Group
  - Affiliated Industry Group
  - Regional Employers & Manufacturers Associations

### ELIGIBILITY

#### *Sustainable Business Forum membership:*

The Sustainable Business Forum is designed for major companies in New Zealand who actively demonstrate sustainable business leadership. Membership is

open to existing members of the BusinessNZ Major Companies Group.

#### *Sustainable Business Programme partnership:*

The Sustainable Business Forum is part of a wider BusinessNZ Sustainable Business Programme. The complete programme includes events, advocacy, forum, training and tools.

In addition to Sustainable Business Forum membership, or as an alternative, businesses can choose to support the broader BusinessNZ Sustainable Business Programme through partnership. This allows businesses of all sizes to participate in the BusinessNZ Sustainable Business Programme and target their own specific areas of company interest and expertise.

Partnership avenues include but are not limited to:

- Events Partners
- Research Partners
- News Partners
- Science & Innovation Partners
- Project Partners

Please contact us for further information, forum membership or programme partnership enquiries.

For more information on the Major Companies Group see:  
[www.businessnz.org.nz/majorcompaniesgroup](http://www.businessnz.org.nz/majorcompaniesgroup)



*Being a member of the Sustainable Business Forum is about giving your business the edge - working together to raise New Zealand's competitive advantage, and bolstering our collective licence to operate in the new economy. We generate the intelligence, activity and tools that New Zealand businesses need and want for resilient operation in the global marketplace"*

**Jacinta Syme**  
Manager Sustainable Business Forum  
BusinessNZ



# WHAT THE SUSTAINABLE BUSINESS FORUM STANDS FOR

- *Accelerating NZ's international prosperity*
- *Leading by example*
- *Creating mutual benefits for customer and citizen, environment, business and economy*

Find out how at  
[www.sustainablebusinessnz.org.nz](http://www.sustainablebusinessnz.org.nz)

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